

experience

Goodby, Silverstein & Partners

Senior Communication Strategist - Doritos

Communication Strategist - Doritos, Rold Gold

San Francisco, CA
September 2011 - current
March 2010 - September 2011

- Build over-arching communication strategy platform for Doritos and plan media across a variety of disciplines: social media, TV, digital, gaming, print, OOH, search, etc.
- ◇ Cannes Young Lion Award: One of five winners selected from 300 US teams to compete in NYC
- ◇ Goodby, Silverstein & Partners Employee of the Month, August 2010
- ◇ Doritos Change the Game: Cannes Bronze Lion for Best Use of Media, Festival of Media finalist
- ◇ Late Night Global feat. Rihanna: Cannes Media Lion shortlist, Festival of Media finalist, Mixx Award winner
- ◇ Crash the Super Bowl V and VI: Doritos' most successful Super Bowl efforts to date

Butler, Shine, Stern & Partners

Media Planner - MINI USA, Sorel

Assistant Media Planner - MINI USA

Sausalito, CA
June 2008 - March 2010
June 2007 - June 2008

- Planned and executed across a variety of media: print, online, radio, out-of-home, TV, events, search
- Worked with the national brand team as well as three out of the four dealer regions (16 dealer groups)
- Developed cross-media campaigns (print, online, events) to introduce Sorel in the fashion space
- Assisted on multiple new business pitches across various categories, including the win of Take Care Health
- ◇ MINI Clubman launch: MediaPost 2008 Media Plan of the Year, OAAA Media Plan of the Year
- ◇ MINI Convertible launch: MediaPost 2009 Print Media Plan of the Year Finalist

GSD&M Idea City

Assistant Out-of-Home Media Buyer - AT&T

Out-of-Home Media Buying Intern - AT&T, BMW

Austin, TX
August 2006 - May 2007
May 2006 - August 2006

- Planned and executed out-of-home solutions for AT&T Yellow Pages and regional efforts
- Initiated and implemented internal vendor recap reports
- Issued OOH posting instructions and creative rotations, reconciled billing, negotiated rates with vendors

esteem

- AAAA 2008 Selected Winning Team - Virgin America
- AAF's Vance Stickell Most Outstanding Student Award
- AAF's Most Promising Minority Student Award
- Austin Ad Fed Silver Addy - Orion Telescopes "Magnify"
- Scholarships: Austin American-Statesman James M. Cox Award, Lagrant Foundation National Award, College of Communication Presidential Scholarship, Association for Women in Communications Scholarship, UT Department of Advertising Scholarship, Communication Career Grant Recipient

education

The University of Texas at Austin
Bachelor of Science, Advertising
Bachelor of Science, Public Relations
University Honors

- Media Concentration
- Creative Concentration
- Business Foundations certification

extracurricular

- AAAA Institute of Advanced Advertising Studies - selected participant
- Austin Advertising Federation Associate Board Member
- Texas Advertising Group - President (2006), Creative Director (2007), Publicity Director (2005)
- Internships: McGarrah Jessee, Austin American-Statesman, The University of Texas at Austin Division of Recreational Sports, Gist & Erdmann, Patrick Mountain Strategic Brand Development, PR By the Book, Ad Ventures in Texas